



**Remember who gave you  
your first cigarette break.**

*BENSON & HEDGES 100's*

No matter what the world did to our  
100mm cigarette, it still tasted wonderful.  
They laughed at our breaks but they  
made us America's leading 100mm brand.

Year after year, Philip Morris outgrows the rest of the industry combined.

**USA PHILIP  
MORRIS**

00721-00942A

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American Automatic Merchandiser - October 1977  
Military Services (Commissary & Exchange Editions) - January 1978  
Progressive Grocer - December 1977  
Chain Store Age (Supermarket Edition) - September 1977  
Progressive Grocer (Convenience Stores) - November 1977  
Convenience Store Merchandiser - November 1977

Wills, Rich, Greene, Inc.



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